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That Hosiery Problem

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That
Hosiery

RAPID changes in the hosiery industry within the last year have left buyers bewildered. With the transition from the silk stocking era to the nylon and now to the rayon many new problems must be worked out.

Since it is quality that we want, the rayon industry has made great progress in manufacturing a fine viscose yarn which is used in making full-fashioned hosiery. These stockings are being highlighted as fashion items.

Acetate hosiery, once the strength problem has been solved, is even more promising than viscose because it has better fitting properties. As this has been one of the chief objections to rayon hose, when a better fitting hose is put on the market its popularity should be even greater. Research is constantly carried on with the result of a steadily increasing quality of viscose stockings.

Rayon hose are being made in a new filmy-sheer weight for special dress wear as well as in the more conservative medium weight for hard wear. You may have objected in the past to the high luster of rayon. By delustering processes permanently dull finishes are now obtained.

Improvements in rayon seamless hosiery are sure to come after the war, through use of rayon yarns especially designed for hosiery. At the present time, essential machinery and machinery parts cannot be ob-

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Problem



Durable rayon mesh is suited to rigorous demands of wartime wear

tained, thus slowing down development. The aim of the industry is to improve the wearing and laundering qualities in order to stop the tendency of the hose to lose its shape. This is being accomplished through improvement of rayon fibers and the application of special finishes.

One caution which must be observed in caring for rayon hose is in drying. They must be dried slowly and carefully and not worn until completely dry. Overnight drying is not enough; twenty-four hours is essential. Rayon is weak when wet or damp.

At the present time the rayon hosiery manufactured represents about 80 percent of the current output of full-fashioned mills but the volume is below mill capacity. This fact is due to the acute shortage of rayon yarn and the even more acute shortage of trained labor in the mills.

An attractive feature of rayon hose is the relatively low cost. On the present market they retail from 89 cents to \$1.30. This is slightly above pre-war prices, due to economic changes and added research on the product.

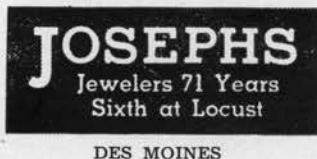
Whether rayon will retain its wartime popularity after the war depends on its own merit. Continued improvement making for better appearance and increased wearing quality should ensure a permanent place for rayon hosiery in the modern woman's wardrobe.

—Ann Mason



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